

REMARKS

Applicants herewith cancel Claims 2-4, 6-7 and 9-10. Claim 1 has been amended to incorporate the original subject matter of Claim 2, and Claim 11 has been amended to correct a minor informality. Claims 1, 5, 8 and 11 are pending in the application for the Examiner's review and consideration.

Initially, Applicants appreciate the courtesies extended by Examiner Allen during a telephone conference with Applicants' representative on January 19, 2005, and gratefully acknowledge that the objection to the Information Disclosure Statement under 37 C.F.R. § 1.98(a)(2) has been withdrawn. Further, Applicants appreciate notification that the several word-spacing informalities referred to at page 2 of the Office Action have been remedied.

By this amendment, paragraph 12 of the specification has been amended to change "VTR" to "VCR" and to eliminate an improper space in the word "As." Paragraphs 21 and 24 have been amended to delete specific reference to canceled claims, and to correct a minor grammatical error. Finally, a replacement abstract is submitted herewith to correct the minor grammatical error pointed out by the Examiner. No further correction is deemed necessary.

Claims 1, 3-4, 6-7 and 9-10 were rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over U.S. Patent Application Publication No. 2001/0029484 to Schultz in view of "e-SIM Powers Mitsubishi Electric and

Electrics USA with Interactive User Manuals.” This rejection is respectfully traversed.

The rejection of Claims 3-4, 6-7 and 9-10, which have been canceled, has been rendered moot. By this amendment, the subject matter of Claim 2, which was not included in this grounds of rejection, has been incorporated into Claim 1. Thus, the rejection of Claim 1 has been overcome. Withdrawal of this grounds of rejection is respectfully requested.

Claims 2, 5 and 8 were rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Schultz and e-SIM in further view of U.S. Patent Application Publication No. 2004/0019535 to Perkowski. This rejection is respectfully traversed.

The system of Claim 1, which has been amended to recite the subject matter of original Claim 2, is required to have a plug-in (module) for display of animation on the display device. As required by Claim 1, the information equipment of the claimed internet shopping system advantageously displays the animated Web instruction manual on the display device via the Web browser and the plug-in (based on the Web instruction manual data in HTML format and vector graphics data as the animation data) each of which is read from the merchant side Web server. As noted at page 7 of the Office Action, Perkowski discloses plug-in modules that automatically install product information buttons on the graphical user interface. However, Perkowski fails disclose or suggest the claimed plug-in (module) for display of animation on the display device, and thus

fails to remedy the deficiencies of the primary references. Further, inasmuch as Claims 5 and 8 depend from Claim 1, they are patentable over the cited references for at least the reasons that Claim 1 is patentable. Because all of the claim limitations are not taught or suggested by the prior art, withdrawal of the rejection is respectfully requested.

Claim 11 was rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Schultz, e-SIM and Perkowski in further view of U.S. Patent Application Publication No. 2001/0042043 to Shear. For the reasons that follow, this rejection is respectfully traversed.

Claim 11 relates to a combined television/Internet system comprising, *inter alia*, a WebTV supplied to a consumer of the product offered for sale at a shopping site set up on the merchant side Web server, the WebTV having a television connected to an image reproduction apparatus that reproduces images recorded on a recording medium and a set-top box for connection between the television and the Internet, wherein, in response to a request from a user for operation check on the product offered at the shopping site, the television causes the set-top box to read in via the Internet the Web instruction manual data in HTML format and the animation data each stored in the merchant side Web server and displays animated Web instruction manual on a screen of the television based on the Web instruction manual data and the animation data.

Shear discloses a television set that produces images based on signals provided to the television set by a disk player (paragraphs 162 and 165). As

noted in the Office Action, Shear further discloses a WebTV system capable of supporting electronic commerce (paragraphs 225-249). However, based on the combined disclosures of Shear, Shultz and e-SIM, one having ordinary skill in the art would not have had a reasonable expectation of successfully arriving at the claimed system. Shear fails to disclose or suggest reading in via the Internet Web instruction manual data in HTML format much less also reading in animation data that are each stored in a merchant side Web server, as claimed. Further, Shear fails to disclose or provide the motivation to display animated Web instruction manual on a screen of the television based on the Web instruction manual data and the animation data, as required by Claim 11. Shear merely teaches that a Distributed Commerce Utility, which may include WebTV devices, can "support electronic commerce and communications infrastructure." Withdrawal of the rejection of Claim 11 is respectfully requested.

It is submitted that the difference between the claimed subject matter and the prior art are such that the claimed subject matter, as a whole, would not have been obvious at the time the invention was made to person having ordinary skill in the art.


In view of the foregoing, the application is respectfully submitted to be in condition for allowance, and prompt favorable action thereon is earnestly solicited.

If there are any questions regarding this amendment or the application in general, a telephone call to the undersigned would be appreciated since this should expedite the prosecution of the application for all concerned.

If necessary to effect a timely response, this paper should be considered as a petition for an Extension of Time sufficient to effect a timely response, and please charge any deficiency in fees or credit any overpayments to Deposit Account No. 05-1323 (Docket #010482.53178US).

Respectfully submitted,

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